K-LOVE is our family's favorite radio station. We listen to it getting ready for school/work, in the car, and any time we want to enjoy encouraging, uplifting music and commentaries. Several of my friends also enjoy K-LOVE; it is an IMPORTANT part of our lives to motivate us to be the best we can be. If K-LOVE was displaced by an LPFM broadcaster providing other programming, the people depending on K-LOVE for encouragement and motivation would certainly be discouraged and it would negatively affect the community. I believe the service provided by K-LOVE is an important part of K-LOVE listeners' lives and the positive effects of caring for others benefit the community.